

Legal Communication for Gen Z, Disability Groups, and Fishing Communities Through Cultural Da'wah Approach in Jakarta

Dini Wahdiyati, Said Romadlan *, Mukhlis Muhammad Maududi, Hendri Prasetya,
Gilang Kumari Putra

Universitas Muhammadiyah Prof. Dr. HAMKA
Jl. Limau II, Kebayoran Baru, Daerah Khusus Ibukota Jakarta 12130, Indonesia

Article Info

Article history:

Received April 20, 2026

Revised May 5, 2026

Accepted May 21, 2026

Keywords:

Legal Communication, Gen Z,
Disability Groups, Fishing
Communities, Cultural Da'wah

ABSTRACT

For some grassroots communities, legal issues are problems that are not widely understood and seem complicated. Therefore, they have gained an understanding of the law, especially related to their rights through legal communication. Because the target of this community service activity is grassroots groups, the approach uses Cultural Da'wah. The cultural da'wah approach is one of Muhammadiyah's da'wah strategies in spreading Islamic teachings by integrating the values of Islamic teachings with local traditions, creatively, persuasively, and humanistically. By using problem-solving methods such as lectures, interactive discussions, and focus group discussions, this activity can provide understanding, awareness, and empowerment regarding legal issues that are often faced by grassroots communities. They understand the legal aspects related to electronic-based sexual violence, the rights of persons with disabilities, the protection and empowerment of fishermen. They are also aware and empowered to deal with the legal problems they face because they already understand the legal and legal aspects related to their respective groups. In conclusion, as a form of cultural da'wah, this activity has very good implications as an effort to understand, awareness, and empower legal issues through legal communication so that they become legally literate and can overcome the legal problems they face.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Said Romadlan
Universitas Muhammadiyah Prof. Dr. HAMKA
Email: saidromadlan@uhamka.ac.id

INTRODUCTION

In general, most grassroots communities are still unfamiliar with understanding issues related to the law. They also do not fully understand the political rights and obligations of citizens, and government policies regarding the rights of certain community groups such as fishing communities in coastal areas. So when they facing legal problems with other community groups or countries, these ordinary people are often in a weak position and lose because of their lack of understanding of the problems they face.

Among Generation Z, for example, there are legal problems caused by their lack of understanding of the law such as being involved in issues related to the ITE Law, online sexual violence, cyberbullying, and social media etiquette (Ruhtiani et al., 2025). Meanwhile, for people with disabilities, legal problems that are often problematic include social stigma and lack of access to justice due to the lack of disability perspectives of law enforcement, including the weak implementation of Law No. 8 of 2016 concerning Persons with Disabilities (Widjaja et al., 2020). For the fishing community, the legal problems they often face are the criminalization of traditional fishermen, conflicts in the use of marine spatial planning, fish theft (illegal fishing) and the use of environmentally damaging tiger trawlers, and conflicts with tourism managers and mining companies (Zora, 2026).

In relation to the legal problems that are often faced by the grassroots community mentioned above, some kind of literacy or legal literacy is needed for the grassroots community. The goal is for them to better understand legal issues, be aware of the existence of legal rights and obligations, and have the strength to deal with the legal conflicts they face.

Therefore, to provide understanding, awareness, and empowerment for the grassroots community about the legal problems that are often faced by them, the first thing that can be done is to provide some kind of legal communication. In simple terms, legal communication can be understood as the process of conveying legal messages from legal communicators (legal practitioners or legal experts) to communicants (legal practitioners or legal experts, the public) with the aim of obtaining justice or legal certainty. In the context of legal proceedings such as in court, legal communication is an important part of the legal decision-making process in the form of negotiation, mediation, and writing legal documents (Nasution et al., 2021; Widodo, 2024).

In the context outside the court, legal communication can also be in the form of legal counseling, which is an effort to disseminate information about legal issues to increase public understanding, awareness, and legal empowerment. Legal counseling, for example, can be carried out to ensure legal certainty of ownership of property rights certificates (Maududi & Romadlan, 2022; Palenewen et al., 2025), legal counseling for the prevention of drug dangers among adolescents (Saputra & Widiyansyah, 2023), legal counseling for students regarding the impact of bullying, juvenile delinquency, and the impact of social media use (Adnan et al., 2020; Aryani & Triwanto, 2021; Yuhandra et al., 2021).

The community service activities carried out are more in accordance with the realm of legal communication in the context of legal counseling. This activity emphasizes the goal of increasing the understanding, awareness, and legal empowerment of grassroots communities, namely Gen Z, disability groups, and fishing communities, by using a cultural da'wah approach.

The idea of Cultural Da'wah is the result of Tanwir Denpasar in 2002 and Tanwir Makassar in 2003 which were published (tanfidz) by the Central Executive of Muhammadiyah in 2004 during the leadership of Prof. Dr. A. Syafii Maarif (Majelis Kader PP Muhammadiyah, 2010). The essence of the idea of Cultural Da'wah is an effort to instill Islamic values in all dimensions of life by paying attention to the potential and tendency of human beings as cultural creatures at large, in order to realize a true Islamic society (Muhammadiyah, 2004).

Basically, Cultural Da'wah is one of the da'wah strategies of Muhammadiyah with the target of community groups that have different cultures without changing the cultural essence of the group. In its application, Muhammadiyah Cultural Da'wah targets various different groups of people such as the millennial generation or Gen Z, especially in the realm of social media (Alfarizi, 2024; Iman & Muhid, 2025), disability groups (Sandi, 2017), and fishing communities (Hamiruddin & Haslinda, 2023; Subekti & Arifin, 2022).

In particular, the problems faced by grassroots communities, namely Gen Z, disability groups, and fishing communities in the Special Region of Jakarta are not much different from the situation faced by other grassroots communities in Indonesia. In Jakarta, because it is a metropolitan city, the problems faced by grassroots communities are more complex and latent. The situation faced by Gen Z, for example, will be felt more difficult in Jakarta because social pressure is also heavier. Disability groups also face the problem of limited access and public services that are not even and adequate. This includes fishing communities that face limited fishing areas and conflicts with coastal area owners such as hotels and tourism.

Based on the background of the problems and the analysis of the situation faced by the partners, the community service program in collaboration with this offers the following solutions. First, providing understanding and awareness of legal issues that are often faced by grassroots communities through legal communication. Second, to empower the law of the grassroots community through education and advocacy of constitutional rights and social protection. Third, building networks between grassroots communities through various forums and activities to strengthen legal awareness and resilience.

The objectives of this community service program are as follows. First, to increase understanding and awareness of legal issues that are often faced by grassroots communities through legal communication. Second, to empower grassroots communities regarding constitutional rights and social protection through education and legal advocacy. Third, to strengthen the network between grassroots communities through various forums and activities to strengthen awareness and legal resilience.

IMPLEMENTATION METHOD

This community service activity was carried out by the Community Service Team of the Department Communication Studies, University of Muhammadiyah Prof. Dr. HAMKA (UHAMKA) in collaboration with the Law and Human Rights Council of the 'Aisyiyah DKI Jakarta Regional Leadership. The implementation of the activity was carried out at the Auditorium of the Muhammadiyah Central Executive (PP) Da'wah Building, Menteng, Central Jakarta on November 30, 2025. The implementation of the activity was carried out in three sessions for a full day. The first session was a panel presentation on legal protection for Gen Z, disability groups, and the fishing communities using a cultural da'wah approach delivered by the speakers, namely Dr. Erma Hari Alijana, S.H, M.H., and Dr. Sawitri Yuli Hartati, S.H, M.H. The second session was a discussion of the material presented by the speakers and sharing participants' experiences regarding legal problems that had been faced by the participants. The third session was a focus group discussion (FGD), where participants were divided into three groups according to their backgrounds to discuss together accompanied by their respective facilitators about the legal problems experienced and efforts to overcome them.

The methods used to solve the problems faced by partners in this community service activity program include three methods. First, the lecture delivered by the resource persons aimed to provide understanding and awareness to partners as participants in activities regarding legal issues that are often faced with the cultural da'wah approach. The second method is discussion and sharing carried out together with resource persons and activity participants. This method aims to encourage partners to have the power to fight for their constitutional rights and social protection. The third method is an FGD involving participant partners and facilitators consisting of lecturers and students of Communication Studies UHAMKA. This method aims to solve the problems faced by partners practically based on legal communication.

RESULTS AND DISCUSSION

The community service activity in the form of legal communication for Gen Z, disability groups, and the fishing community through this cultural da'wah approach was attended by 100 participants from various grassroots communities such as high school/vocational school students and students at universities as representatives of Gen Z, disability groups in West Jakarta and Central Jakarta, and fishing communities in North Jakarta.



Figure 1: Resource person delivering material on legal protection for grassroots communities
(source: personal document)

In the first session, the activity focused on the delivery of material by the speakers regarding legal protection for Gen Z, disability groups, and the fishing communities. The provision of material through this lecture aims to increase understanding and awareness of legal issues that are often faced by grassroots communities through legal communication.

For Gen Z, legal communication is focused on the issue of Electronic-Based Sexual Violence (KBSE), especially legal aspects related to national anti-sexual violence policies, such as Law No. 12 of 2022 concerning the Crime of Sexual Violence (TPKS), Permendikbudristek No. 30 of 2021 concerning the Prevention and Handling of Sexual Violence (PPKS) in the university environment, and the Decree (SK) of the Director General of Islamic Education (Dirjen Pendis) of the Ministry of Religion (Kemenag) Number 5494 of 2019 concerning Guidelines for the Prevention and Prevention of Sexual Violence in Islamic Religious Universities (PTKI).

As for the disability group, legal communication is carried out by providing a legal study on the implementation of Law No. 8 of 2016 concerning Persons with Disabilities. In this case, the resource persons emphasized the importance of understanding and awareness of the equal rights and opportunities of persons with disabilities guaranteed in the law such as access to education, employment, a decent standard of living, and involvement in national development.

In the fishing community, the legal communication carried out in this lecture session is to provide understanding and awareness about the protection and empowerment of fishermen, as guaranteed by Law Number 7 of 2016 concerning the Protection and Empowerment of Fishermen, Fish Farmers, and Salt Farmers. In this fishermen's problem, the resource person emphasized the importance of protecting small fishermen, traditional fishermen, small fish farmers, and smallholder salt farmers, in the form of fisheries insurance, disaster mitigation, legal assistance, and security at sea.



Figure 2: Participants participate in community service activities on legal communication for grassroots communities
(source: Personal document)

In the second session, the activity was in the form of discussion and sharing involving resource persons and partners as participants in the activity. In this discussion and sharing, participants asked more questions about the implementation of every aspect of the law, both related to electronic-based sexual violence, guaranteeing the rights of persons with disabilities, and protecting small fishermen in daily life. Among Gen Z, for example, many students do not know that sexual violence is in various forms, not only rape so many of them do not realize that they have become victims and even perpetrators of sexual violence in other forms such as body shaming or other connotative calls.

Among people with disabilities, the main problem that emerged in the discussion and sharing session was the lack of seriousness of the government's and community's carrying capacity in implementing laws that guarantee disability rights, so that there are still many rights of people with disabilities such as access to education, employment, and public facilities for disability services that have not been fulfilled properly. Among the community, there are still many views about the existence of disabilities that are filled with negative views, treat people with disabilities discriminatorily, and lack of support for their existence socially.

For small fishing communities on the coast, the main problem is the helplessness of facing national and international companies that have larger, more modern vessels with very massive fishing power. It is caused the catch of these small fishermen is decreasing, including the practice of using tiger trawls (trawls) that damage the environment, even though their use has been banned. Another problem conveyed in the discussion and sharing session was that fishermen were trapped in debt to middlemen or loan with very high interest rates that made it difficult for them to develop, even though there was a law to protect fishermen.

In the last session was FGD. The goal is to dig deeper into the problems faced by grassroots communities related to legal issues. Therefore, in this session, participants were divided into three groups based on their backgrounds, namely group 1 of students as Gen Z, with facilitator Dini Wahdiyati, S.Sos., M.IKom. and Gilang Kumari Putra, S.Sos., M.IKom. Group 2, the disability group facilitated by Mukhlis M. Maududi, S.Sos., M.H, and Dr. Hendri Prasetya, M.Si. Group 3 was a fishing community with the facilitator Dr. Said Romadlan, M.Si.

The results of the FGD, it is known that several legal problems, especially related to electronic-based sexual violence that are often experienced or faced by Gen Z, including (1) the dissemination of non-consensual intimate content, the problem is that many victims are afraid and embarrassed to report, (2) online sexual extortion, the problem is difficult to track because of using fake accounts,

(3) grooming online by adults, the problem is that victims are often unaware because they already believe it, (4) verbal abuse and digital catcalling, the problem is often considered a joke, and (5) deepfake pornography using AI.

Meanwhile, the problems often faced by disability groups based on the results of the FGD are (1) limited physical access and infrastructure, making it difficult for people with disabilities to do mobility independently, (2) discrimination in the world of work, difficulty in being accepted for work because they are considered underprivileged, (3) limited access to education, because the limited facilities and human resources of schools are inadequate, (4) stigma and social treatment, considered a disgrace and a burden to be hidden, and (5) access to health services and information is not properly met.

As for the small fishing community, the problems that often arise based on the results of the FGD that were revealed are (1) declining catch due to losing competition with large ships, (2) cheap catch selling prices due to long distribution chains, (3) extreme weather and climate change that cause fewer days at sea, (4) limited capital and access to credit which causes debt to loan with high interest rates, and (5) damage to coastal ecosystems due to coastal reclamation, pollution of factory waste, and clearing of mangrove forests for ponds.



Figure 3: Participants participated in a discussion session and sharing community service activities on legal communication for grassroots communities
(source: personal document)

This community service activity targets were grassroots communities, namely Gen Z, groups with disabilities, and the fishing community as partners and targets of this program. Therefore, the approach used in this activity is cultural da'wah, which is one of the da'wah strategies of Muhammadiyah with the target of community groups that have different cultures without changing the cultural essence of the group

As a discussion of the results of the activity, it is necessary to explain here that the cultural da'wah approach is used in this activity because basically this activity is a form of da'wah from Muhammadiyah, in this case the Legal and Human Rights Council of the 'Aisiyah DKI Jakarta Regional Leadership, and the Department Communication Studies of the University of Muhammadiyah Prof. Dr. HAMKA (UHAMKA) as one of the Muhammadiyah Business Charities (AUM). In this activity, the target of cultural da'wah is the grassroots community, namely Gen Z, disability groups, and the fishing community, which certainly have their own unique culture, including religious beliefs that are followed because they are not from Muhammadiyah or 'Aisiyah entities.

On the other hand, although this community service activity is a form of da'wah, namely spreading Islamic values, it has no purpose or tendency to make the grassroots community who are

partners in this program change their religious understanding, or then become Muhammadiyah citizens by abandoning the culture they have followed so far. Because basically the main purpose of this activity is to provide understanding, awareness, and empowerment regarding legal issues that are often faced by grassroots communities through legal communication (counseling) so that they become legally literate and can overcome the legal problems they face.

Overall, although no quantitative data was obtained to measure with certainty, community service activities through legal communication activities for grassroots communities based on the testimonies of several participants were considered to be able to provide understanding, awareness, and empowerment regarding legal issues. On the other hand, this activity can also be seen as a strategic form of cultural da'wah to instill Islamic values more substantively without having to change the cultural essence of the da'wah goals that they have followed and believed in so far.

CONCLUSION

Qualitatively, the initial target of community service activities is in the form of legal communication for grassroots communities through the cultural da'wah approach, which is to provide understanding, awareness, and empowerment regarding legal issues that are often faced by grassroots communities, based on testimonies from representatives of each group that through legal communication they understand the legal aspects or laws related to sexual violence based on electronics, persons with disabilities, and fishermen protection. They are also aware and empowered to deal with the legal problems they face because they already understand the legal and legal aspects related to their respective groups.

Although the impact of this activity is not quantitatively measured, community service activities in the form of legal communication for grassroots communities through the cultural da'wah approach can provide real benefits to partners in the form of understanding, awareness, and empowerment regarding legal issues faced by activity partners. In addition, this activity can be used as a starting point for the formation of communication networks between grassroots communities to strengthen each other.

As a recommendation for the next service activity, it is first that, if possible, more grassroots communities should be involved in legal communication activities in addition to those already involved in this activity, such as farmers and farm workers, informal workers, street vendors, indigenous peoples, and the urban poor. Thus, more and more grassroots communities will be more empowered in facing legal issues. Second, related to the method used, a kind of pretest and posttest questionnaire should also be used to measure the success and impact as well as the evaluation of the service activities carried out.

REFERENCES

- [1] Adnan, I. M., Ridwan, M., & Siregar, V. A. (2020). Penyuluhan Hukum tentang Pemahaman Siswa SMK terhadap Bullying dalam Perspektif Hukum Pidana dan Perdata di SMK Dr . Indra Adnan Indragiri College Tembilahan. *KANGMAS: Karya Ilmiah Pengabdian Masyarakat*, 1(3), 167–173.
- [2] Alfarizi, A. F. (2024). Dakwah Kultural Muhammadiyah dalam Menghadapi Generasi Digital Native. *Komunida: Media Komunikasi Dan Dakwah*, 14(02), 194–210. <https://doi.org/10.35905/komunida>.
- [3] Aryani, E., & Triwanto. (2021). Penyuluhan hukum tentang kenakalan remaja dan penanganannya. *Empowerment Jurnal Pengabdian Masyarakat*, 04(03), 248–253. <https://journal.uniku.ac.id/index.php/empowerment/article/view/4384/0>
- [4] Hamiruddin, & Haslinda. (2023). Aktualisasi dakwah kultural pada tradisi marrimpa salo di desa bua kecamatan tellulimpoe kabupaten sinjai. *Jurnal Al-Idarah: Jurnal Manajemen Dakwah*, 11(2), 219–231. <https://journal.uin-alauddin.ac.id/index.php/jai/article/view/45636>
- [5] Iman, A. K., & Muhid, A. (2025). Dakwah Berbasis Komunitas: Mengoptimalkan Fungsi Masjid sebagai Pusat Pembinaan Gen-Z. *QULUBANA Jurnal Manajemen Dakwah*, 6(1), 235–252. <https://doi.org/10.54396/qlb.v6i1.1999>
- [6] Majelis Kader PP Muhammadiyah. (2010). *Manhaj Gerakan Muhammadiyah Ideologi, Khittah, dan Langkah*. Yogyakarta: Suara Muhammadiyah dan Majelis Kader PP Muhammadiyah.
- [7] Maududi, M. M., & Romadlan, S. (2022). STRATEGI KOMUNIKASI PENYULUHAN PENTINGNYA ATAS TANAH BAGI GURU DAN KARYAWAN. *Jurnal Pengabdian Masyarakat Bumi Rafflesia*, 5(1), 731–739. <https://jurnal.umb.ac.id/index.php/pengabdianbumir/article/view/3062>
- [8] Muhammadiyah, P. P. (2004). *Dakwah Kultural Muhammadiyah*. Yogyakarta: Suara Muhammadiyah.
- [9] Nasution, M. A. S., Satria, B., & Tarigan, I. J. (2021). MEDIASI SEBAGAI KOMUNIKASI HUKUM DALAM PENYELESAIAN SENGKETA MEDIK ANTARA DOKTER DAN PASIEN. *Jurnal Hukum Kesehatan Indonesia*, 01(02), 86–96. <https://www.jurnal-mhki.or.id/jhki/article/view/14>
- [10] Palenewen, J. Y., Tanati, D., Pondayar, Y., Reumi, F., Solossa, M., Rongalaha, J., Pelupessy, E., Reba, Y., & Herry, M. (2025). Penyuluhan Hukum Pentingnya Kepemilikan Sertifikat Hak Milik Untuk Menjamin Kepastian Hukum Di Kelurahan Hedam Distrik Heram Kota Jayapura. *Jurnal Pengabdian Sosial*, 2(6), 3634–3643. <https://ejournal.jurnalpengabdiansosial.com/index.php/jps/article/view/737>
- [11] Ruhtiani, M., Naili, Y. T., Fajri, P. C., & Rahmawati, F. A. (2025). Edukasi Hukum dan Literasi Digital Generasi Z : Pendekatan Interaktif Melawan Kekerasan Seksual di Era Kecerdasan Buatan di SMA Negeri 1 Wangon Legal Education and Digital Literacy for Generation Z : An Interactive Approach to Combating Sexual Violence in. *Jurnal Nusantara Mengabdikan Kepada Negeri*, 2(2), 16–28. [file:///C:/Users/user/Downloads/NUMEKEN+MEI+2025+Hal+16-28 \(1\).pdf](file:///C:/Users/user/Downloads/NUMEKEN+MEI+2025+Hal+16-28%20(1).pdf)
- [12] Sandi, F. A. (2017). DAKWAH BIL-HAL: MUHAMMADIYAH STRATEGY IN THE EMPOWERMENT OF DISABILITIES GROUPS IN YOGYAKARTA. *IJASOS- International E-Journal of Advances in Social Sciences*, III(9), 965–975. <https://dergipark.org.tr/en/download/article-file/384813>
- [13] Saputra, R., & Widiansyah, A. (2023). Penyuluhan Hukum Bahaya Narkotika serta Bentuk Pencegahan dikalangan Remaja Mustika Karang Satria Kabupaten Bekasi. *Empowerment: Jurnal Pengabdian Masyarakat*, 06(01), 9–19. <https://journal.uniku.ac.id/index.php/empowerment/article/view/6501/3489>
- [14] Subekti, S., & Arifin, S. (2022). Konstruksi komunikasi dakwah para da'i pada masyarakat nelayan kroman gresik. *MODELING: Jurnal Program Studi PGMI*, 9(3), 675–696. <https://jurnal.stitnualhikmah.ac.id/index.php/modeling/article/view/1574/899>
- [15] Widjaja, A. H., Wijayanti, W., & Yulistiyaputri, R. (2020). Perlindungan Hak Penyandang Disabilitas dalam Memperoleh Pekerjaan dan Penghidupan yang Layak bagi Kemanusiaan The Protection of the Rights of Persons with Disabilities to Work and to Earn. *Jurnal Konstitusi*, 17(1), 197–223.
- [16] Widodo, A. (2024). *Komunikasi Hukum (1st ed.)*. Bandung: Simbiosis.
- [17] Yuhandra, E., Akhmaddhian, S., Fathanudien, A., & Tendiyanto, T. (2021). Penyuluhan hukum tentang dampak positif dan negatif penggunaan gadget dan media sosial. *Empowerment: Jurnal Pengabdian Masyarakat*, 04(01), 78–84. <https://www.jurnal-mhki.or.id/jhki/article/view/14>
- [18] Zora, Z. Z. (2026). Hak Nelayan Tradisional Indonesia Atas Perikanan di Wilayah Pengelolaan Perikanan Republik Indonesia. *Unes Journal of Swara Justusia*, 9(4), 727–733. <https://swarajustisia.unespadang.ac.id/index.php/UJSJ/article/view/776/506>